

# Create and Implement a Digital Marketing Campaign



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| Project Title   | Create and Implement a Digital Marketing Campaign  |
| Project Summary | Create a marketing campaign from the ground up which will engage and educate our employees via creative content creation in all forms. |
| Country         | United States  |

## Project Description

The VSFS team will be tasked with developing a comprehensive marketing plan and its associated products for engaging and educating employees on Information Management and Information Security program services and processes.

We are looking for a diverse group of student interns who have an interest in compelling storytelling with backgrounds in marketing, videography, communication, and design to support the build out of several products. An ideal team would be:

- Communications Specialist (2 interns) – Creating surveys and polls, interviewing focus groups, developing accessible communication products that include standard operating procedures, text-based web content, one pagers, checklists, and newsletters, and developing the overall marketing plan
- Videography/Editing (1 intern) – Developing training videos and presentations and promotional/hype videos for education of our employees in information management and information security topics

The VSFS team would determine the current level of awareness of the information management and information security programs within our program office and develop recommendations on where to focus marketing efforts. Communication and training materials would be created from existing internal policies and program functions on a range of topics including services offered, checklists, “How Do I?” one pagers, presentations, and videos, and web content. All products would meet Section 508 accessibility standards so that all our employees would be able to consume content via screen readers, captioning, screen magnifiers, and other assistive technology. The marketing campaign would be conducted in an Office 365 environment, utilizing Microsoft products.

Our information management and information security programs are oversight programs that have government regulations and policies that all need to be complied with by our employees. These rules can be seen as burdensome instead of helpful. We need your help in creating a series of fun and engaging videos, training materials, toolkits, content, infographics, and procedures to share with our employees. You would play a crucial role in empowering and educating our employees. Do you have a better way to communicate our information? Are you really good at explaining complicated things? Do you have a knack for visually illustrating topics? We are open to suggestions and love new ideas, especially those that include business process improvement.

A background or broad understanding/interest in information management, technology, and security, along with project management and process improvement is recommended, but not required.

You will need to have Office 365 and have excellent writing skills, preferably with experience in translating technical and detailed concepts into plain language. Writing samples will be requested as part of your internship application.

## Required Skills or Interests

### Skill(s)

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Analytical writing

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Design thinking

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Editing and proofreading

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Educational design

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Graphic design

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Infographic design

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Marketing

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Research

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Storytelling/blogging/vlogging

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Survey / polling design

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Videography

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Website design

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Writing

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## Additional Information

The mission of the Office of Chemical Safety and Pollution Prevention (OCSPP) within the Environmental Protection Agency is to protect you, your family, and the environment from potential risks from pesticides and toxic chemicals. Through innovative partnerships and collaboration, we also work to prevent pollution before it begins. We are in the process of building out our information management and information security programs, which are housed within the Resource Management and Information Technology Staff of OCSPP's Office of Program Management Operations (OPMO). You will play a crucial role in helping educate and train our employees via a marketing campaign designed to empower them with the resources to do their jobs more easily and efficiently. You can read more about OCSPP and the sort of things our employees do at <https://www.epa.gov/aboutepa/about-office-chemical-safety-and-pollution-prevention-ocspp>

# Language Requirements

*None*